

ONE DAY SEMINAR / WORKSHOP ON DESIGN & PRODUCT INNOVATION, TREND AND COLOR FORECAST FOR S.C. CATEGORY ARTISANS AT LUCKNOW

One day Seminar / Workshop on Design & Product Innovation, Trend and Color Forecast for S.C. Category artisans for Puriclustewas organized by National Centre for Design & Product Development with the support of Development Commissioner (Handicraft), Ministry of Textiles, Govt. of India on 26thMay, 2017 at **MLA, Guest House Chinhhat Lucknow.**

INAUGURAL SESSION

The seminar was inaugurated by Shri Pradeep Kumar Yadav Handicraft Promotion Officer O/o DC (Handicrafts), Maktg. & Service Extn.Centre, Lucknow. Ministry of Textiles, Govt. of India was present in the programme. In his inaugural address Shri. Pradeep Kumar Yadav, the participants about the promotional schemes of Ministry of Textiles, Govt. of India for the betterment of the artisans and also informed theme about the objective for organization of this seminar / workshop. He also asked artisans to participate in these types of programmes being organized time to time. The event was attended by more than 100 handicraft artisans of Lucknow Area.

1. DESIGN & PRODUCT INNOVATION , TREND AND COLOR FORECAST

In the 2nd session of the programme designer of NCDPD Ms.Madhuri and invited faculty , designer and National Awardee Mrs.Madhuri Mishra from Lucknow made an elaborative presentation on Innovative Designs, Colors & Trend Forecast and aware these artisans about new designs and product development as per the today's marketing need and requirement.

Designer also teach them the whole process of designing. How to start working on it with the help of forecast of current & coming year. Designers also discussed about their work that how they create designs and use colors on fabric.

2. DIGITAL PAYMENTS

In 3rd session of the programme, expert faculty Mr.Ravi Prakash Singh (Manager , Union Bnak of India Lucknow.) of online payments teach the participants about the Digital Payments, its benefits and also show them the examples for making payments only. How to solve their problems transferring online money without going to anywhere. Also told them how to use paytm in daily busy life.

Topics covered:

- What is Demonetization.
- How does Demonetization affect handicraft skill workers.
- Benefits of digital payments.
- Digital payment process.
- Types of digital payments (online/mobile)
 - Wallet
 - Online transfer

- Net banking
 - Debit card
 - Credit card
- Examples
 - Paytm
 - Payumoney
 - Sbi Buddy etc.
- How to receive and make payments through these digital payment channels (With live demonstration).
- Understanding digital payment security.
- The challenges/risks of mobile and digital payment methods & how to counter these challenges.

At the end of the programme a question-answer session was also organized where expert faculties of Design & Digital Payments gave the answers of the queries of participants and also interacted with each other about their doubts.